

Insight Report for Mahkehtin, AeirB&C

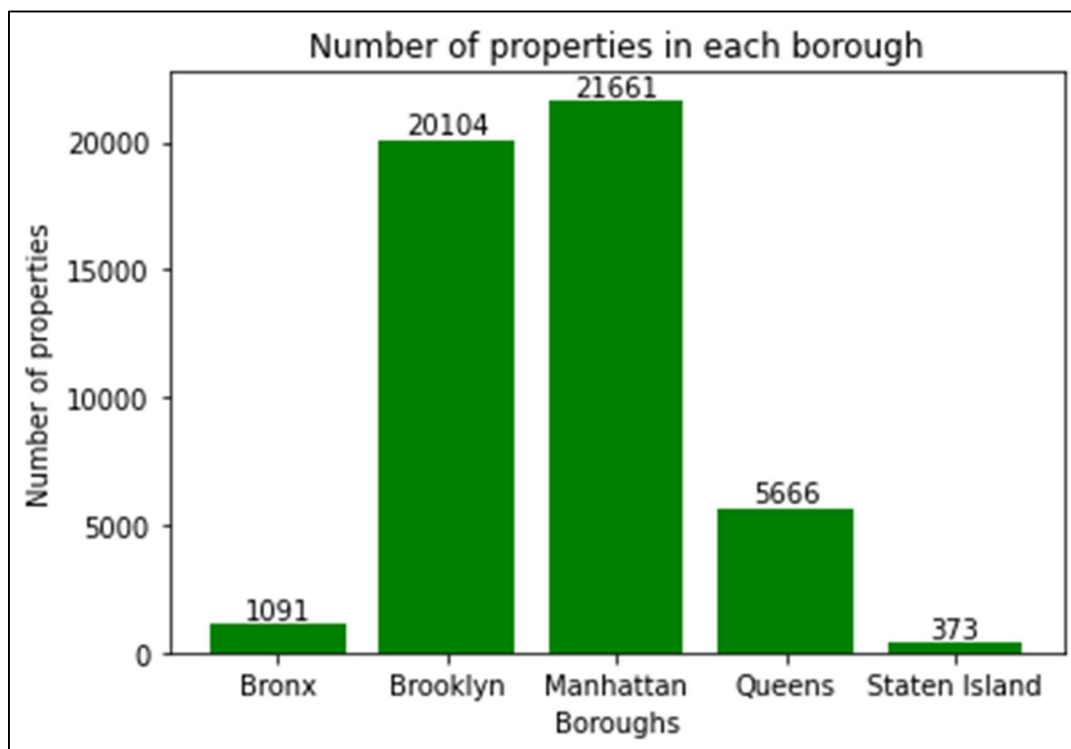
Summary on:

- AeirB&C's current presence around New York
 - AeirB&C's marketable population
 - The quality of the properties listed, as proxied by the number of reviews
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1. Overview of the data analysis process

- Merged both given datasets by the listing ID of each property, thus added the information on which borough each property is located in to the main dataset.
- Extracted the property data into five data frames, grouped by the borough they are located in (Bronx, Brooklyn, Manhattan, Queens, and Staten Island).
- For properties in each borough, if the price is zero, it is replaced by the median price.
- For properties where the reviews per month information are not available, the values are filled with zero since their number of reviews is zero.

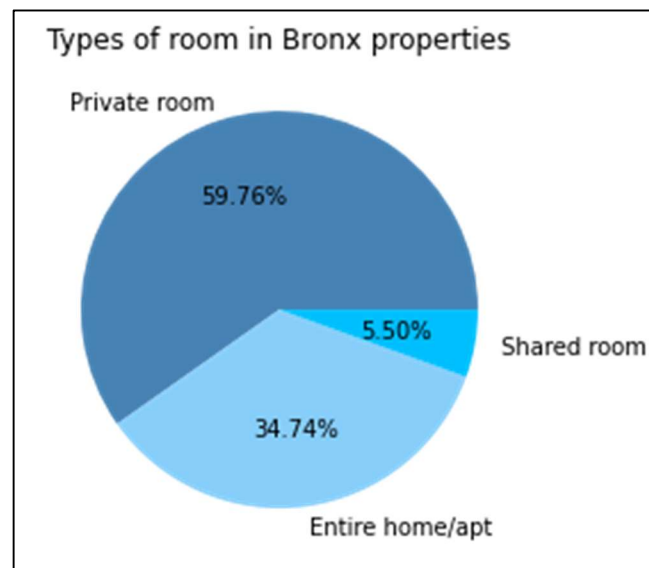
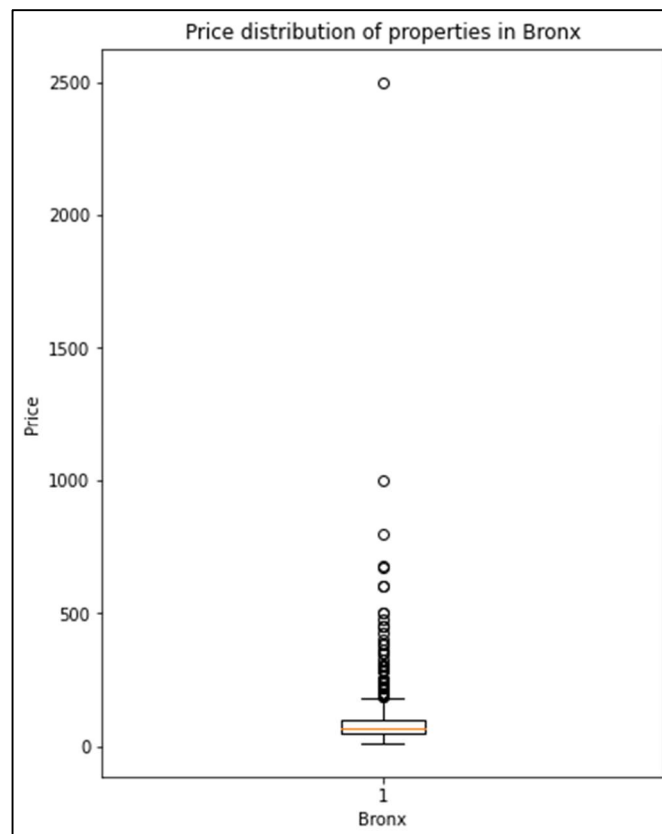
2. Insights on AeirB&C's current presence around New York



AeirB&C has the highest presence in Brooklyn and Manhattan, with 96.6% of properties located in these two boroughs. 11.6% of properties are located in Queens, whereas 2.23% of properties are in Bronx. AeirB&C has the lowest presence in Staten Island, with only 0.8% of properties located there.

3. AeirB&C's marketable population

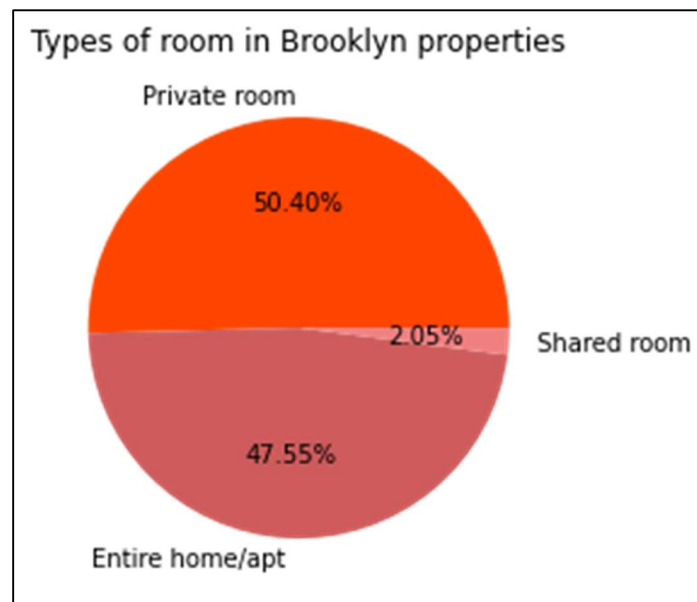
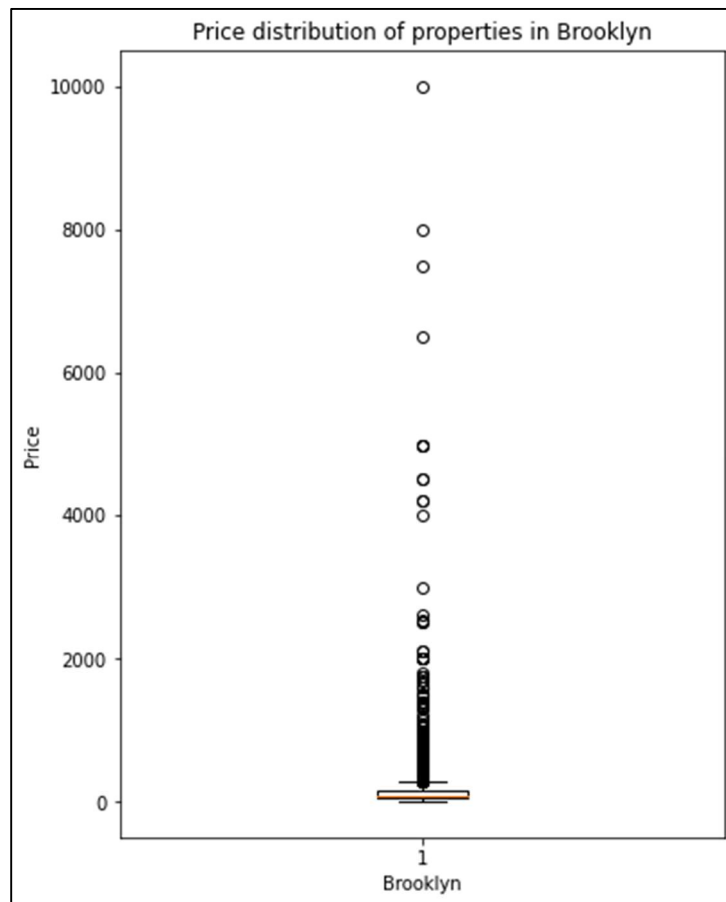
a. Bronx



Around 75% of the properties in Bronx have prices between \$10 - \$100. Others are priced between \$100 - \$1000, with only one property priced at \$2500. The majority of properties (59.76%) offer private room, and 34.74% of properties offer an entire home or apartment. Only 5.5% of properties offer shared room.

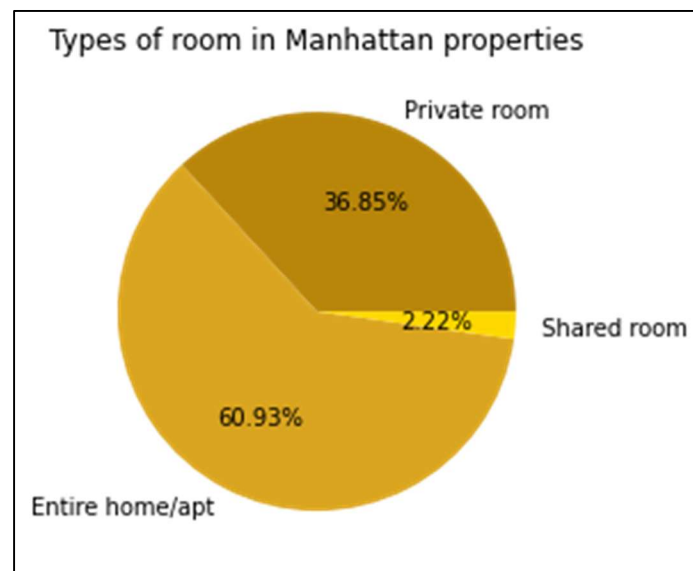
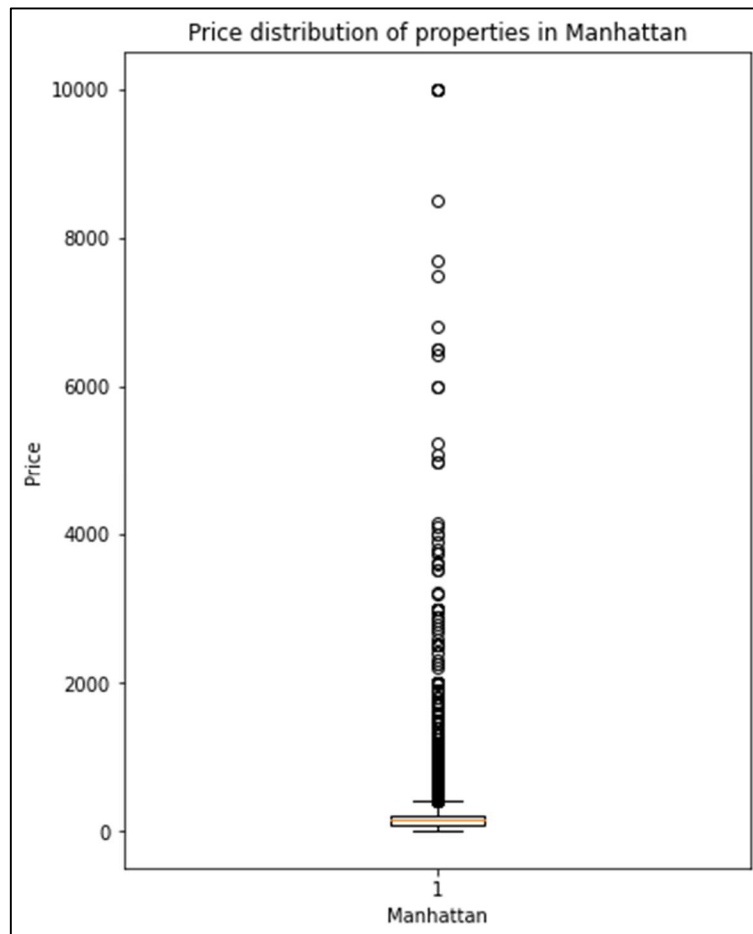
About 35.64% of Bronx's population is Black or African American, followed by 29.87% White. It has the largest number of Puerto Ricans of any county in the United States.

b. Brooklyn



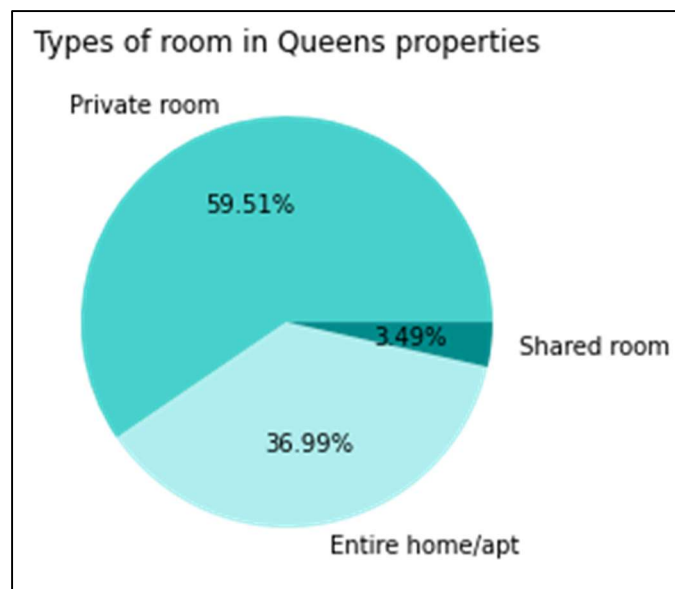
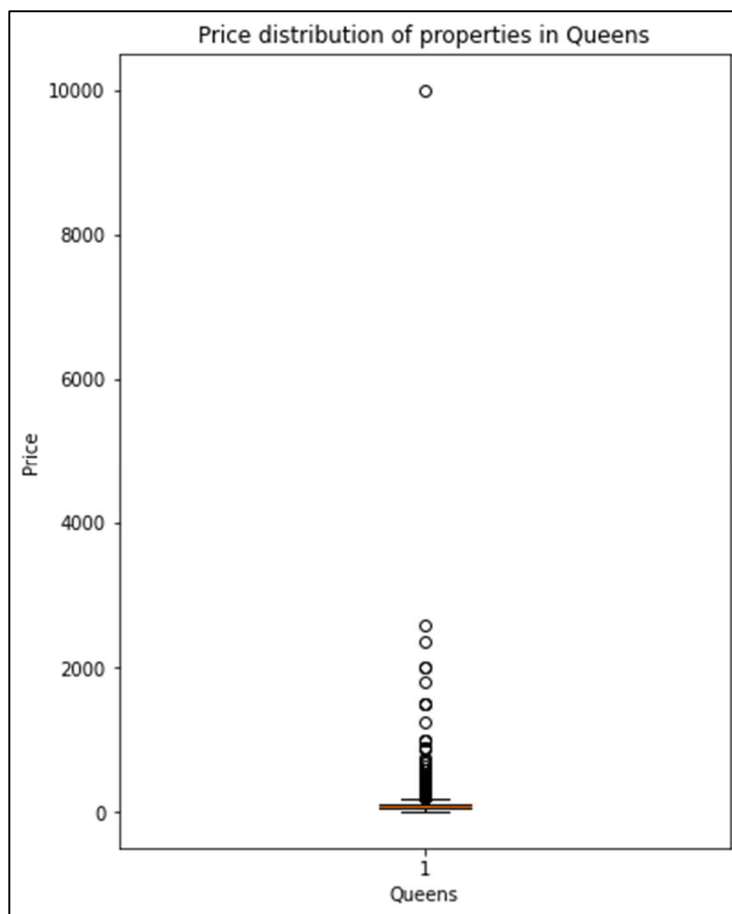
Cost of properties in Brooklyn shows a more varied pattern. About 75% of the properties have prices at \$10 - \$150, others are between \$150 and \$8000, with the highest price being \$10000. Half of the properties offer private room, and another 47% of them offer an entire home or apartment. Only 2.05% of them offer shared room. Brooklyn is mainly made up of 49.5% White, 35.8% African American, 11.3% Asian, with other races such as Native American and Pacific Islander making up the minority population.

c. Manhattan



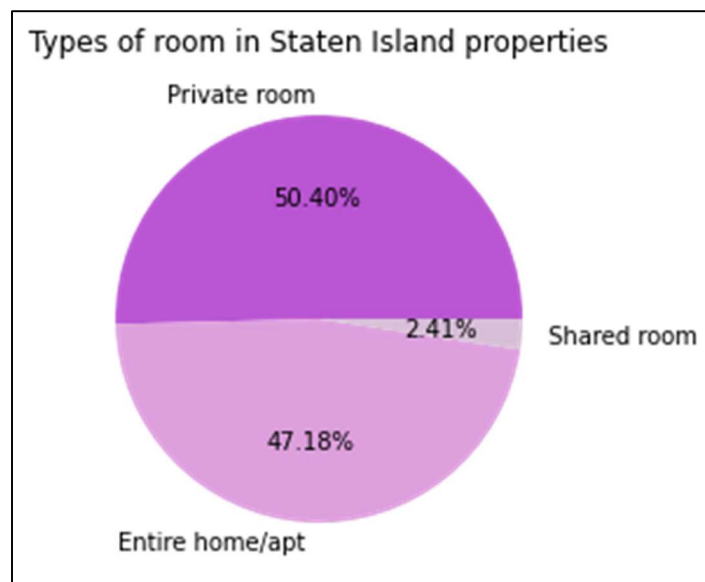
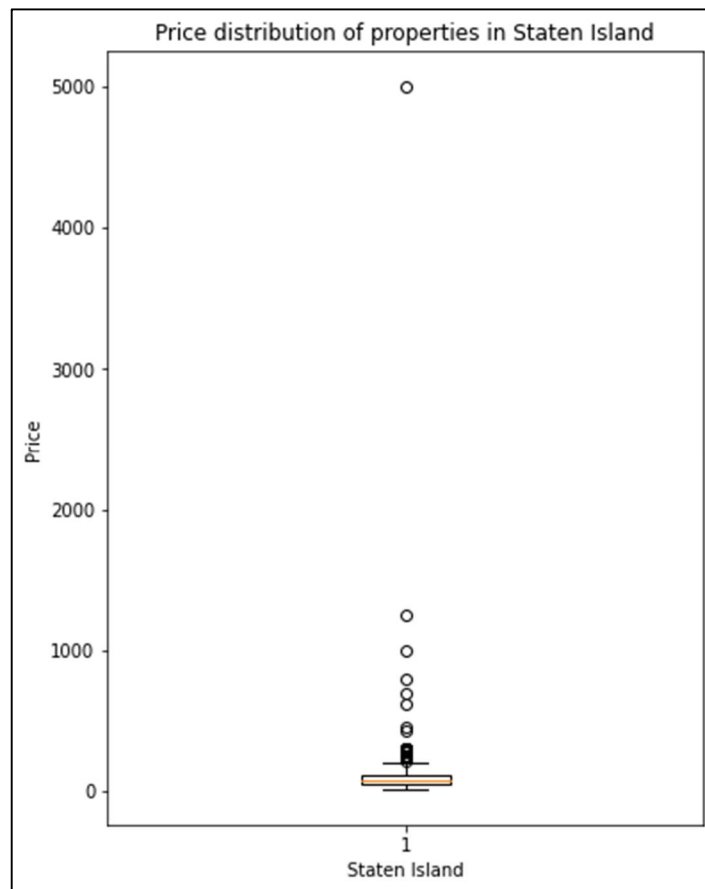
Property costs in Manhattan show a similar distribution with that in Brooklyn. 75% of properties cost between \$10 and \$220. Others cost more than \$220, and the highest cost is \$10000. Manhattan properties offer mostly an entire home or apartment. Another 36.85% of them offer private room, and 2.22% offer shared room. 58.9% of the Manhattan population is White, 15.5% is Black or African American, and 10.3% of the population is Asian.

d. Queens



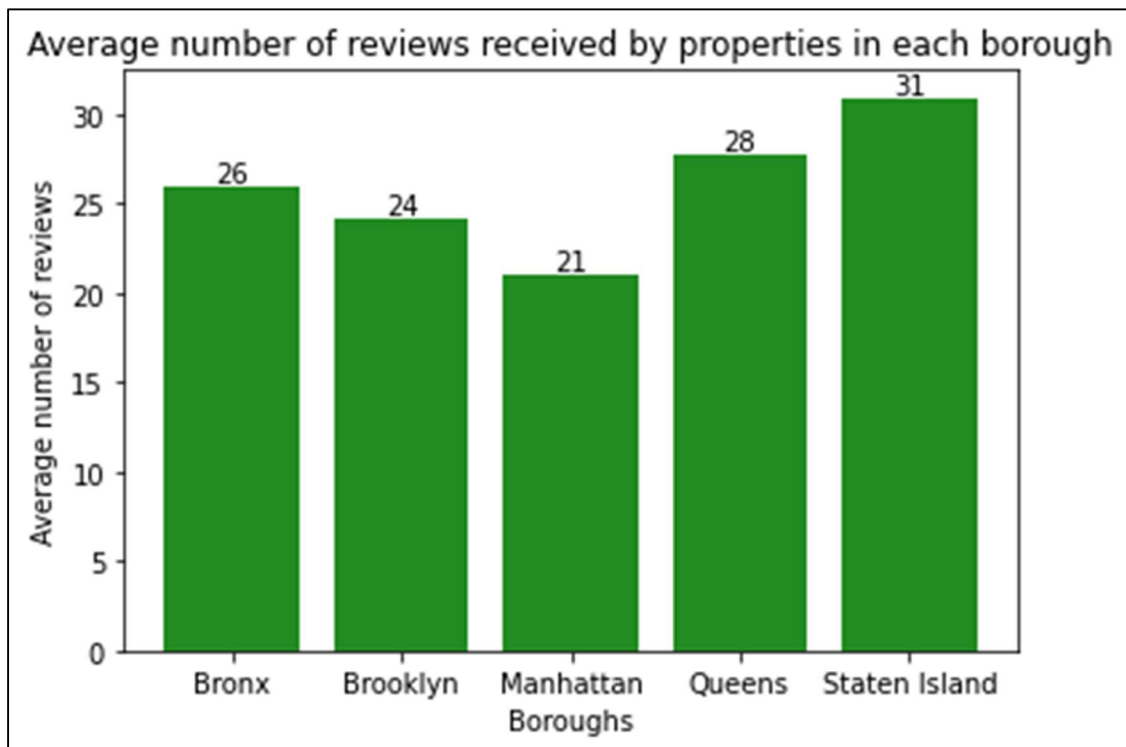
75% of the properties in Queens cost between \$10 and \$110. Others typically cost between \$110 and \$3000, and one property costs \$10000. 59.51% of properties offer private room, another 36.99% offer an entire home or apartment, and 3.49% offer a shared room. Whites are the majority of the Queens population, making up 39.7% of it. Asians are the second-largest population, making up 22.9% of the population. 19.1% of the population is Black or African American. 27.5% of Queens's population was of Hispanic, Latino, or Spanish origin.

e. Staten Island



Staten Island's property costs are relatively low as well. 75% of them cost between \$13 and \$110. The others generally cost below \$1500. Only one property is priced at \$5000. Half of the properties offer private room, another 47.18% offer an entire home or apartment, and 2.41% of the properties offer shared room. Staten Island's population is made up of 75.7% of White, 10.2% of Black or African American, 7.4% of Asian, and other minority race groups.

4. The quality of the properties listed



The quality of the properties listed in each borough is proxied by the number of reviews received by the properties. The assumption made here is that the more reviews received, the better the quality that borough's properties have.

The bar chart above shows the average number of reviews received by each borough's properties, rounded off to the nearest integer. According to the bar chart, we infer that properties in the Staten Island has the highest quality of all boroughs, followed by Queens, Bronx, and Brooklyn. Manhattan's properties are inferred to have the lowest quality among all boroughs.

5. Appendix

The cleaned dataset of each borough and the charts included in this report can be found here: <https://drive.google.com/drive/folders/1hupoP244TmcOleBHQs9aTl-2VjkiNUU-?usp=sharing>

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